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DEC 22 2004

Date: December 22, 2004

Name: Naresh Vig, Examiner

Fax No. 703-872-9306

Company: U. S. Patent and Trademark Office

Pages: Cover + 4

From: Robert O. Rice, WHIRLPOOL PATENTS CO.
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Attached is:

- Response to Office Action dated September 22, 2004, for application no. 09/767,431, filed January 22, 2001, Atty. Docket US20000181.

UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant: Charles L. Jones
Invention: Brand Equity System and Method of Increasing the Same
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit 3629
Examiner: Naresh Vig

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Sir:

AMENDMENT "A"

In response to the Office Action mailed September 22, 2004, kindly amend the above-identified application as follows:

Remarks begin on page 2 of this paper.